



HOW TO GET 5 LISTINGS IN 90 DAYS

WITHOUT BUYING LEADS. WITHOUT COLD CALLING.

Step 1: Understand the Math (So It Feels Possible; Belief is HUGE!)

To get 5 listings in 90 days, you do NOT need 5,000 leads.

You need:

- 100 meaningful conversations
- 25 seller-focused conversations
- 10 listing consultations
- 5 signed agreements

That's it. The problem isn't opportunity. It's conversation volume and conversion clarity.

PHASE 1: Activate What You Already Have (Weeks 1-3)

Your Database Is the Listing Goldmine. Most agents ignore the people who already trust them.

Start here: Message 10 homeowners per day for 10 days (Minimum)

Below are examples, tweak them to fit your style of voice and delivery.

Script 1 – Soft Equity Opener:

“Hey [Name], quick question: have you seen what homes in your area are actually selling for right now?”

Script 2 – Curiosity Angle:

“If you knew you could sell for more than you expected, would you at least want to see the numbers?”

Script 3 – Life Change Angle:

“Are you still planning to stay put the next few years, or is a move still on the table?”

Goal:

Start 30-40 homeowner conversations in 2 weeks.

AI Prompt for Phase 1

Role: Real Estate Prospecting Coach

Prompt: Create 15 text messages I can send homeowners that spark curiosity about selling without sounding pushy. Keep them conversational and short.

PHASE 2: Position Yourself as the Listing Expert (Weeks 2–6)

You don't get listings just because you ask. You get listings because you look inevitable.

Mix these styles of posts weekly in your social schedule:

Post 1 – Local Market Authority

“3 Things Sellers in [City] Need to Know Right Now”

Post 2 – Seller Story

“They thought they missed the peak. Here's what actually happened.”

Post 3 – Invitation Post

“Are you still in the same house you were in 3 years ago?”

Every post ends with:

“Comment VALUE and I'll send you what your home could realistically sell for.” For example.

NOTE: You can do this a variety of ways, but getting engagement on your post and engagement with your audience. This will also help for you to get served to more people through “community engagement” on your social media platforms.

Suggest Post breakdown for visibility:

- Post 3-5x Daily (Something Motivational, Something Business Related, Something Personal)
- Add 20 People / day to your friends or connections
- Use Reels to bring people into your sphere that are non-followers
- Post Carousel's to educate
- Sell through your story feed and add link to your offers

Why This Works:

Sellers need data + certainty. When you show up with clarity instead of hype, you win.

AI Prompt for Authority Posts

Role: Real Estate Content Strategist

Prompt: Create 12 social media posts designed to attract homeowners thinking about selling in 2026. Include curiosity hooks and strong calls to action.

PHASE 3: Convert Conversations into Appointments (Weeks 4–10)

Once someone engages, move quickly. Here are a couple examples of how you should use a 2-Option Close to engage and land conversations that lead to more.

Use the 2-Option Close:

“I can show you a quick price range based on today’s market. Would today at 4:30 or tomorrow at 11:00 work better?”

If they hesitate:

“Totally fair. Are you thinking about months or next year? I can send you the right info either way.”

Guide Them! Never ask: “So what do you think?” = I need to go home and think about it or talk to my spouse or partner first. This stalls your sale quicker than anything and can kill the deal.

PHASE 4: The Listing Presentation Advantage

When you show up, don’t present features. Present outcomes.

Structure:

- What the market is doing
- What buyers are negotiating
- What your home competes against
- Your 3-step pricing strategy
- Your marketing exposure plan
- The next clear step

Your presentation needs to be clear and easy to explain. It uses simple language to makes the potential seller feel understanding of your process.

The agent who creates the most conversations wins. Track it. Don’t guess.